



# *Transportation Commission*

**October 17, 2018**

**7:00 PM**

**City Council Workroom (City Hall, 2<sup>st</sup> Floor)**

## **AGENDA**

1. Public Comment Period (not to exceed 15 min)
2. Minutes of the September 19, 2018 Meeting
3. Updates to Receive (Consent)
  - A. WMATA Funding Update
  - B. Alexandria Transit Vision Plan
  - C. WMATA Shutdown 2019 Update
  - D. Seminary Road Project Update
4. Commission Updates
5. Shared Mobility Devices Pilot Program – Action Item
6. FY 2020 Transportation Demand Management Operations Grant (DRPT) – Action Item
7. FY 2025 CMAQ/RSTP Program – Action Item
8. Commissioner Budget Discussion
9. Other business
  - Alexandria Mobility Plan project Steering Committee
  - Next meeting location and date

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**Public hearing items are so noted on the agenda.** The Commission may receive public comments on other agenda items at its discretion. When there is no public hearing, the Commission encourages written comments on agenda items be sent to [transportationcommission@alexandriava.gov](mailto:transportationcommission@alexandriava.gov) in advance of or after the meeting.

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*Next Meeting: TBD*

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*The City of Alexandria complies with the terms of ADA. An individual with a disability who wishes to request an accommodation may contact the Department of Transportation and Environmental Services at 703-746-4086 or TTY/TTD 703-838-5056.*



**City of Alexandria**  
Transportation Commission

**Regular Meeting**

September 19, 2018  
7:00 p.m.  
Council Workroom

**MINUTES**

**Commissioners Present:** Chairman Stephen Klejst, Vice-Chair Melissa McMahon, Commissioner David Brown, Commissioner Bruce Marsh, Commissioner Jake Jakubek, Commissioner Alyia Gaskins, Commissioner Casey Kane, Commissioner Carolyn Schroeder, Councilman Timothy Lovain, Councilman John Chapman.

**Staff Present:** Yon Lambert – Director, Transportation and Environmental Services, Hillary Orr – Deputy Director, Transportation, Christopher Ziemann - Transportation Planning, Ramiro Alberto Rios - Transportation Planning, Quanice Lawson - Transportation Planning, Alexandria Carroll - Transportation Planning.

Audio/ Visual presentations are available online:

<https://www.alexandriava.gov/TransportationCommission>

Chairman Klejst called the Transportation Commission meeting to order at 7:01 pm.

**1. Public Comment Period**

Alexandria resident Dan Beady expressed pedestrian safety concerns on the Windsor avenue and Russell road intersection as well as speeding concerns on West Windsor avenue. Mr. Beady stated that Russell Road was recently repaved and haphazardly remarked with fractional crosswalk traffic markings, he would like staff to consider initiating safety improvements to these areas. Chairman Klejst asked staff to relay this concern to the appropriate T&ES staff as well as the Alexandria Police Department's Chief Brown to assist with traffic enforcement on Windsor Avenue. Yon Lambert, Director of Transportation of Environmental Services, confirmed that staff is currently working on several safety improvements on Russell Road.

**2. September Meeting Minutes**

Commissioners accepted the September minutes as presented.

### **3. Updates to Receive (Consent Items)**

The Commission received written updates about the following:

- City Manager Budget Guidance
- Route 1 Speed Limit Reduction
- Transportation Master Plan Update

Chairman Klejst proposed to commissioners to respond to the three questions asked in the Budget Guidance by the City Manager prior to the next commission meeting.

### **4. Commission Updates**

**Commissioner Dave Brown:** The planning Commission approved the Route 1 South Plan with a change to the name from Route 1 South to South Patrick Street Affordable Housing Strategy. Brown reported that there were residential concerns about the additional development creating a negative impact in the long run. However, the planning commission determined that the affordable housing objectives outweighed those concerns.

**Chairman Klejst:** Chairman Klejst reported on the pilot program to allow T.C. Williams students to ride DASH for free. DASH reported 1400 rides in June during the weekday and approx. 500 rides on the weekend. The Chairman offered his seat on the Potomac Yard Metrorail Implementation Work Group, and Commissioner Bruce Marsh accepted the task.

**Commissioner Jakubek:** The Eisenhower West/Landmark Van Dorn Advisory Group met on September 17, 2018. Jakubek reported that the West End Transitway costs are estimated at \$70 million. The Backlick Run Multi-use Trail project is proposed to include two sections; one east of Van Dorn Street, one west of Van Dorn Street. Planning for the new Landmark Mall development site is currently underway with SmartScale funds for pedestrian and bicycle improvements. Jakubek reported that the Multi-Modal bridge project is estimated to cost \$151 million. Dak Hardwick, Advisory Group Member, proposed a more cost-effective alternative: to rehabilitate and widen the bridge on Van Dorn Street.

**Commissioner Schroeder:** The Environmental Policy Commission had their annual retreat on September 8, 2018. The retreat covered the Environmental Action Plan and did a Kick-off for Phase Two that will include transportation.

### **5. Shared Mobility Pilot Program**

Hillary Orr, Deputy Director of Transportation, presented a high-level overview of the Shared Mobility Pilot Program.

- Shared Mobility Device (SMDs) are electric-assist bicycles and electric scooters (e-scooters) owned by private companies available to the public for rent via a smartphone app. These SMDs are intended for short trips and stored in the public space without a docking station.
- These devices are operating with permits in at least 17 cities as of June 2018 (NACTO). Washington, DC and Montgomery County, MD began pilot programs in September 2017 with extensions planned in both locations. The Arlington County Board will consider a pilot program on September 22, 2018.
- The city cannot ban companies from operating within the City. However, the City can provide oversight and regulations through permits and agreements with companies and prevent and remove unlawful obstructions to the right of way.
- City staff will update City Council on the community engagement process and a framework

for the pilot program in September 2018, including a public hearing in October 2018. The City plans to launch the pilot program in November 2018.

**6. Highway Safety Program Funding**

Alex Carroll, T&ES Complete Streets Planner, presented an overview of the Highway Safety Program (HSIP) grant application for the Commission's endorsement.

- The Highway Safety Improvement Program (HSIP)'s purpose is to reduce fatalities and serious injuries on all public roadways. It consists of four grant programs, one of which is the Highway Safety Program (HSP).
- The City is requesting approximately \$2.5 million for FY 2020-FY 2021 under the HSP grant to implement a mid-term recommendation from the South Patrick Street Housing Affordability Strategy: a 10-12'-wide landscaped median refuge island on South Patrick Street (Route 1) from Wolfe Street to Jefferson Street (replacing the current 4'-wide, concrete median) and narrowing the travel lanes to calm vehicular traffic.
- Commissioner Jakubek made a motion to endorse the FY 2020-FY 2021 HSP funding request and recommend City Councils consideration and approval at the September 25, 2018 Legislative session as presented, the motion carried.

**7. Other business**

The Commissioners confirmed their attendance at the Joint Transportation Commission/Alexandria Transit Company Board meeting to discuss the Alexandria Transit Vision Plan on September 27, 2018.

The commission also confirmed that Vice Chair McMahon and Commissioner Brown will attend the Alexandria Transit Visioning Plan Stakeholder Meeting on Sept 29, 2018.

This commission proposed moving the November 21, 2018 scheduled meeting to November 14, 2018 due to the proximity of the Thanksgiving holiday.

At 8:46 pm, The Transportation Commission adjourned.

# *City of Alexandria, Virginia*

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## **MEMORANDUM**

DATE: OCTOBER 17, 2018

TO: MEMBERS OF THE TRANSPORTATION COMMISSION

FROM: HILLARY ORR, DEPUTY DIRECTOR, AND T&ES STAFF

SUBJECT: AGENDA ITEM # 3 – ITEMS FOR CONSENT

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**ISSUE:** Staff update to Transportation Commission on various ongoing projects.

**RECOMMENDATION:** That the Commission receive the items for consent.

### **A. WMATA Funding Update**

The WMATA Board of Directors approved the collective bargaining agreements with the OPEIU Local 2 and the ATU Local 689. These approvals require that the jurisdictions fund the shortfall of salary and benefits from prior years. The total impact for all jurisdictions for FY18 and previous fiscal years is \$24.9 Million, to be contributed to WMATA by January 2, 2019. The impact for all jurisdictions for FY19 will be \$29.1 Million, to be contributed by July 2, 2019. Jurisdictions will be allowed to use WMATA's short-term debt lines of credit to fund this obligation if desired.

### **B. Alexandria Transit Vision Plan:**

The Alexandria Transit Vision (ATV) Plan will redraw the city's bus network to better serve current/future transit demand, and to better reflect community priorities for transit service. The plan is anticipated to be completed in summer 2019.

A joint Transportation Commission / Alexandria Transit Company (ATC) Board meeting was held on September 27 to provide an overview of the project and discuss choices and trade offs. On Saturday, September 29, a stakeholder workshop was held to receive input from key stakeholders and discuss choices and trade offs. A number of other civic engagement opportunities are planned for this fall, including:

- Online Transit Choices Survey (In English and Spanish)
- Pop up outreach at various community events and transit stations in October
- Two Public Workshops focusing on transit priorities and trade offs
  - October 16, 7:00-9:00pm, Durant Arts Center, 1605 Cameron Street
  - October 18, 7:00-9:00pm, Samuel Tucker Elementary School, 435 Ferdinand Day Drive

The ATV Plan will involve three rounds of civic engagement to ensure that concerns and ideas of the Alexandria community are heard, recognized and incorporated into the development of a

future transit network. The first round of outreach, starting this fall, is especially critical, as it will help the project team define community transit priorities and ATV Plan objectives.

More information on the ATV Plan can be found on the project webpage at:

<https://www.alexandriava.gov/transit>

### **C. WMATA Shutdown Updates**

To conduct capital maintenance to increase Metrorail reliability and safety, WMATA be conducting the following closures to service:

November 2018: Recently, WMATA has changed of the upcoming closure dates of the Reagan National Airport and Crystal City Metrorail stations to November 9th through November 12th, to take advantage of the Veterans' Day holiday weekend to reduce impacts on commuters. Originally, this work was scheduled for November 2nd through November 5th. Blue Line trains will operate in two segments: between Franconia-Springfield & Braddock Road and between Pentagon City & Largo Town Center. Yellow Line trains will operate in two segments: between Huntington & Braddock Road and between Pentagon City & Mt Vernon Square. Express shuttle bus service options are being developed between Franconia-Springfield and Pentagon for Friday and Monday. More details will be announced in the coming weeks.

Immediately following the Thanksgiving holiday (November 26th-December 9th), Metro will begin a continuous 14-day capital program on the Yellow Line bridge over the Potomac River. There will be no Yellow Line service between Virginia and the District of Columbia. Blue Line trains will run between Franconia-Springfield & Largo Town Center and between Huntington & Largo Town Center. Additional details and service information will be announced in October. For more information, please visit: <https://www.wmata.com/about/news/Release-November-Capital-Improvement-Projects.cfm>.

Summer 2019: The City and DASH have been working with WMATA on mitigation plans for the Metrorail shutdown in the summer of 2019. WMATA is planning to shut down and rebuild all Metrorail stations south of Reagan National Airport between May and September. This work will greatly improve riders experience using Metrorail with new amenities and more reliable service.

WMATA, DASH, and the City are finalizing initial planning, including TDM options, shuttles, traffic engineering improvements, and bicycling. WMATA expects to release a first draft of mitigations in November 2018. There will be much more public engagement before the actual shutdown begins. A framework plan was presented to City Council on October 9, 2018.

### **D. Seminary Road Project Update**

The Seminary Road Complete Streets project was initiated in May 2018, in order to examine possible changes to the road configuration (from Quaker Lane to the I-395 interchange). Seminary Road is scheduled for repaving in the near future, and the City's Complete Streets Policy directs staff to use street work as an opportunity to consider and incorporate improvements to enhance the safety and convenience of all users.

Staff is working with the community and stakeholders to determine roadway improvements for Seminary Road, from Quaker Lane to Kenmore Avenue, and at the North Howard Street

intersection, where staff was awarded grant funding to improve pedestrian safety and accessibility.

This project kicked off with public events over the summer to gather basic information about issues, concerns, and ideas. Throughout the summer, the project team has continued to collect and synopsize feedback and worked to develop and analyzing potential design options.

On October 18<sup>th</sup>, 2018, the project team will present several potential design options to the public, along with analysis about impacts to traffic, safety, and accessibility for each of the alternatives. The project team will also conduct further outreach to gather specific feedback on each of the concept designs, including via an online survey.

Based on analysis of the concept designs and feedback received, the project team will select, present, gather detailed feedback and finalize an overall plan for the corridor. The goal is to implement the selected concept to implement in Spring 2019 in conjunction with repaving.

# City of Alexandria, Virginia

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## MEMORANDUM

DATE: OCTOBER 17, 2018

TO: MEMBERS OF THE TRANSPORTATION COMMISSION

FROM: HILLARY ORR, DEPUTY DIRECTOR

SUBJECT: CONSIDERATION OF A NINE-MONTH PILOT SHARED MOBILITY PROGRAM

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**ISSUE:** Consideration of a nine-month pilot program to allow private companies to operate fleets of rental dockless shared mobility devices within the City of Alexandria.

**RECOMMENDATION:** That Transportation Commission endorse a nine-month pilot program for operation of private dockless shared mobility devices within the City right of way and recommend that City Council approve the pilot program.

**BACKGROUND:** The framework of the City's Transportation Master Plan includes Guiding Transportation Principles that direct Alexandria to:

- Develop innovative local and regional transit options
- Provide all citizens, regardless of age or ability, with accessibility and mobility
- Increase the use of communications technology in transportation systems
- Lead the region in promoting environmentally friendly transportation policies

The City Strategic Plan also includes indicators to:

- Increase safety
- Increase the percentage of commuters using alternative transportation
- Maintain the view of overall ease of getting to places residents usually visit

Consistent with those principles, staff has studied comparator cities to understand the potential positive and negative impacts of shared mobility devices (SMDs, i.e. "dockless" bikeshare and electric scooters) and how other communities are handling these particular transportation options. Staff reviewed the District of Columbia and Montgomery County pilots, industry publications and guidance and evaluations from cities across the county.

Five companies operate SMDs such as "dockless" bikeshare bikes (both pedal and electric pedal-assist) and electric stand-up scooters in the District and Montgomery County, MD. The District and Montgomery County pilot programs, which started last fall, include minimal operating agreements and no permit fees. These jurisdictions have extended their pilot programs through the end of 2018. DC considers their pilot



successful and intend to continue allowing SMDs to operate beyond the end of 2018 on a permanent program.

Staff determined that the best approach in Alexandria for both users and SMD companies would be to release a pilot program with terms comparable to Arlington County with a coordinated approach and timeline.

**DISCUSSION:** The proposed approach outlines a nine-month pilot demonstration program starting after City Council approval in November 2018 to evaluate the operations of SMDs in the City of Alexandria. The purpose of this demonstration period is to observe how and whether SMDs help further the City's transportation goals, promote safety and provide real-world information that can guide the development of a longer-term approach. The terms of the proposed program closely resemble the pilot in Arlington County which was discussed with several SMD providers and was approved by the County Board on September 25. The pilot will include opportunities for public feedback and a data-driven evaluation which will be incorporated into future Council consideration of whether such a program should be formalized. T&ES staff is coordinating with APD on enforcement and crash reporting issues.

Alexandria's proposed pilot program would require participating companies to sign a Memorandum of Understanding (MOU) (Attachment 1) and obtain approval of a permit (Attachment 2). This permit process would allow the SMD providers to officially operate in the City and would stipulate the parameters within which they must operate. Key features of the permit would include:

- A permit fee of \$5,000 per company
- A cap of 200 total devices per company in the City of Alexandria at any one time (could rise if ridership benchmarks are reached)
- Required safety features for all devices
- Device parking and use regulations which companies must communicate to users
- Clear information on how residents can report problems and provide feedback to companies
- Commitment to respond to customer and community issues in a timely fashion

The proposed pilot would run for nine months, from roughly November/December 2018 until August/September 2019. The proposal also requests the ability for staff to extend the pilot administratively beyond this date if necessary, in order to accommodate any additional evaluation and subsequent recommendations without interrupting ongoing operations by the SMD companies.

SMD companies will be required to submit data during the pilot (Attachment 3), similar to the data received from the City's operator of Capital Bikeshare. These data requirements are consistent with those of Arlington County.

As part of the evaluation of the pilot program (Attachment 4), staff will gather community feedback and provide information to the public throughout the process.

At the end of the pilot, staff will review the data and feedback and prepare a proposal for Council consideration for the future of SMD services in the City.

In anticipation of the responsibilities to set up, manage and evaluate this pilot program, the proposal includes a permit fee one-time flat fee of \$5,000 per company, which is consistent with Arlington County. This fee includes any extension months if applicable. Currently, five providers offer service in DC that could expand into Alexandria. If all five chose to enter the City, fee revenue would be \$25,000, consistent with the estimated cost for community outreach and evaluation. Staff time, evaluation and outreach costs will be funded with the Complete Streets budget.

Over the past month, staff has begun to get initial feedback from the community about this pilot program and the requirements. The City launched a website with FAQs and other information about the program as well as an online feedback form to gather information. Staff attended meetings of the Alexandria Chamber of Commerce and Old Town Business Association to provide information on the pilot and gather input that could help make the pilot more successful. Additionally, the City hosted a Community Open House on October 6, 2018 where three companies brought vehicles for the community to test and provide feedback. Another Community Open house is scheduled for October 25, 2018 for residents to ask questions of staff and provide feedback on the proposed pilot.

**ATTACHMENTS:**

Attachment 1: Draft MOU

Attachment 2: Draft Permit Application

Attachment 3: Draft Vendor Data Requirements

Attachment 4: Draft Evaluation and Outreach Criteria

**Attachment 1: Draft Memorandum of Understanding (MOU)**

**MEMORANDUM OF UNDERSTANDING**

Between  
**Name of Company**  
and

**City of Alexandria, Virginia**

This Memorandum of Understanding (“MOU”) is entered into by and between the City of Alexandria, Virginia (the “City”) and [Name of Company] (“Operator”). Throughout this MOU, Operator and City may each be referred to as a “Party,” and may be referred to jointly as the “Parties.” This MOU governs the terms, responsibilities and performance measures between Operator and the City regarding Operator’s provision of shared mobility devices (SMDs) on property within City as part of a Citywide pilot program (the “Demonstration Project”).

**RECITALS**

**WHEREAS**, the purpose of this MOU is to permit Operator to operate under the Demonstration Project and ensure that Operator’s SMDs are used and parked appropriately without impeding pedestrian access, and/or obstructing access to fire hydrants and valves, street furniture, bus stops, driveways, crosswalks, intersections, traffic operations, outside dining or retail, building access, or any other public use of right-of-way in City of Alexandria; and

**WHEREAS**, the City owns, controls, and maintains the public space on which Operator shall park its SMDs; and

**WHEREAS**, Virginia Code §15.2-2001 enables the City to regulate its right-of-way; and

**WHEREAS**, the City’s Department of Transportation and Environmental Services (“T&ES”) and the Alexandria Police Department shall be the primary City entities that shall enforce the conditions set forth in this MOU; and

**WHEREAS**, Operator’s Shared Mobility Devices (SMDs) are designed such that users can park them in the public space, making the Operator’s devices available to other users; and

**WHEREAS**, Operator desires to operate under the Demonstration Project in the City of Alexandria; and

**WHEREAS**, the City desires to facilitate the Demonstration Project to assess the viability of SMD operations within the City and to understand the parameters that will allow SMDs to operate effectively and to avoid any public nuisance in the City of Alexandria.

**NOW, THEREFORE**, based upon the above recitals, Operator hereby agrees to the terms, responsibilities, and performance measures of this MOU as follows:

**Article I. Responsibilities of City of Alexandria**

The City by and through T&ES, shall, with good faith and in an effort to achieve the City’s policy goals, cooperate and communicate with Operator and the public to work towards a successful, safe, and sustainable regulatory environment for SMDs.

- A. The City shall notify enforcement agencies not to ticket or impound Operator’s SMDs if they are parked according to performance measures of this MOU, the stipulations of the required Permit, and all applicable laws.

- B. The City may, as needed, establish and update parking requirements applicable to SMDs including identification through signage, striping or other means of areas that should serve as preferred parking locations for these devices.
- C. The City shall provide to Operator a City point of contact (POC) for the Demonstration Project.

**Article II. Responsibilities of Operator** Performance Requirements: Operator shall, in good faith, through its City POC, cooperate and communicate with the City and the public to work towards a successful, safe, and sustainable Demonstration Project, conforming to all State and local laws, permit requirements, and the performance responsibilities outlined below:

1. Authorization to Operate

- a. Prior to operating in the City right-of-way, Operator shall execute a copy of this MOU; complete and submit to City of Alexandria the required Permit Application; and pay the required fee to cover the anticipated costs to City of administering the Demonstration Project. All obligations of the City under this MOU shall be subject to and contingent upon the appropriation of funds.

2. Service Management and City Communication

- a. Upon executing this MOU, and as part of its permit application, Operator shall provide to the City a local General Manager who shall serve as a point of contact (POC). The POC shall have responsibility for, and control over, the services provided in this MOU for the duration of the Demonstration Project. If Operator changes their POC, they must immediately notify City of such change.
- b. Operator's representatives shall schedule a meeting with the City's POC within three days (or a reasonable amount of time) of any request by the City to review service status and issues. In addition to ad-hoc meetings, Operator shall meet with the City POC at least one week before launch, and in person or by phone monthly thereafter throughout the duration of the Demonstration Project.
- c. Upon the request of the City POC due to emergency, severe weather, construction, parade, public gathering, or other situation affecting the normal operation of the right-of-way including sidewalks and trails, Operator shall collect and secure all of, or a portion of, Operator's owned or controlled SMDs to a location outside of the public right-of-way or to a location that does not otherwise impede City's access and response to the situation for the duration of the situation.
- d. In the case of a critical issue or emergency situation designated by the City POC, Operator shall be available within the Response Time to respond to emergency needs and to coordinate with the City. City has the right to take

appropriate actions to respond to an emergency if the situation poses an imminent risk to public health and safety or property damage.

For the purposes of this MOU, the “Response Time” shall mean, based on the time of report:

- 1) When reported between 6 AM and 8 AM – 2 hours from the time of report
  - 2) When reported between 8 AM and 9 PM – 1 hour from the time of report
  - 3) When reported between 9 PM and 11 PM – 2 hours from the time of report
  - 4) When reported between 11 PM and 6 AM – Prior to 8 AM
- e. The Operator’s POC shall respond within five business days regarding non-emergency issues or questions raised by City in meetings, through telephone inquiries, or other correspondence.
- f. Operator shall be solely responsible for providing information to its customers on proper SMD parking prior to the launch of the Demonstration Project, and throughout its duration.
3. Safety
- a. Bicycles shall meet the federal standards under the Code of Federal Regulations (CFR) [Title 16, Chapter II, Subchapter C, Part 1512 – Requirements for Bicycles](https://www.gpo.gov/fdsys/pkg/CFR-1998-title16-vol2/xml/CFR-1998-title16-vol2-part1512.xml).<sup>1</sup>
  - b. Bicycles and Scooters shall meet the Code of Virginia [Section 46.2-1015](https://law.lis.virginia.gov/vacode/title46.2/chapter8/section46.2-1015) requiring both headlight and taillight.<sup>2</sup>
  - c. Any electric Bicycles used in systems issued a permit under this pilot program shall meet the [Consumer Product Safety Commission](https://www.gpo.gov/fdsys/pkg/FR-2003-02-12/pdf/03-3423.pdf) definition of *low-speed electric bicycle*; and shall be subject to the same requirements as ordinary Bicycles.<sup>3</sup> This means that electric Bicycles shall have fully operable pedals, an electric motor of less than 750 watts, and a top motor-powered speed of less than 20 miles per hour when operated by a rider weighing 170 pounds. Additionally, the City reserves the right to terminate any permit issued under this pilot program if the battery or motor on an electric Bicycle is determined by the City to be unsafe for public-use.
  - d. Any electric Scooters used in systems issued a permit under this pilot program shall meet [section 46.2-100](https://law.lis.virginia.gov/vacode/title46.2/chapter8/section46.2-100) of the Code of Virginia definition of

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<sup>1</sup> <https://www.gpo.gov/fdsys/pkg/CFR-1998-title16-vol2/xml/CFR-1998-title16-vol2-part1512.xml>

<sup>2</sup> <https://law.lis.virginia.gov/vacode/title46.2/chapter8/section46.2-1015>

<sup>3</sup> <https://www.gpo.gov/fdsys/pkg/FR-2003-02-12/pdf/03-3423.pdf>

*motorized foot-scooter* in that it is powered by an electric motor having an input of no more than 1,000 watts<sup>4</sup>, and a top motor-powered speed of less than 15 miles per hour when operated by a rider weighing 170 pounds.

- e. All SMDs shall have front and rear standing lights that flash or illuminate for at least 90 seconds after the SMD comes to a complete stop.
- f. All SMD shall have brakes and a bell.
- g. Operator shall provide visible safety language on Bicycles and Scooters.
- h. Operator shall not deploy any device or device component before receiving approval by the City POC. To obtain approval, Operator shall furnish design specifications, any applicable certifications of compliance with safety standards, and illustrative images of the device or device components. Upon City request, Operator shall provide an opportunity for City POC to physically inspect and test-ride the same model proposed for deployment.
- i. Operator shall ensure each SMD deployed and used is fully operable, free of defects, conforms to relevant safety standards, and is well-maintained and clean.
- j. If an Operator SMD is reported in need of maintenance and/or cleaning in violation of the terms and performance measures in this MOU and all laws, Operator shall immediately prevent further use the device, and within one day of notification, shall remove it from City right-of-way.
- k. Operator shall inform its customers that Scooters are prohibited from operating on sidewalks in Virginia per [section 46.2-903](#) of the Code of Virginia.<sup>5</sup>

#### 4. Operations

- a. Operator is responsible for maintaining their fleet size within City of Alexandria at or below the maximum permitted fleet size.
- b. Operator shall have a staffed operations center in the Washington, D.C. region.
- c. Operator shall have a customer service phone number for reporting safety concerns, complaints, and questions that is live 24 hours a day. This phone number and its website shall be clearly visibly posted on every SMD that is in service within the City of Alexandria.

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<sup>4</sup> <https://law.lis.virginia.gov/vacode/title46.2/chapter8/section46.2-100>

<sup>5</sup> <https://law.lis.virginia.gov/vacode/title46.2/chapter8/section46.2-903>

- d. Operator shall provide their preferred contact information for SMD parking issues to the City of Alexandria Police Department at 703.746.4444.
- e. Operator shall affix its logo and unique identifying number for the device to each SMD in the City so that it is clearly visible and shall not allow other logos or advertisements to appear on any of its SMDs.
- f. Operator shall regularly monitor the deployment and dispersion of its SMDs to maintain service throughout City of Alexandria.
- g. Operator must notify SMD users of City and state regulations applicable to operating SMDs in the City. These notifications must at minimum be received through the mobile app and website for the service.
- h. Operator shall promptly respond directly to City of Alexandria residents and all users reporting problems, issues and/or requesting information regarding services.

5. Parking

- a. Operator shall ensure that SMDs are parked in accordance with the terms and performance measures outlined in this MOU, permit requirements, and in compliance with all state and local laws.
- b. Operator shall work to ensure that SMDs are parked in a manner that does not impede pedestrian access; does not obstruct access to fire hydrants and valves, street furniture, crosswalks, driveways or private property; does not damage landscaping, street trees or other aesthetic features; and does not interfere with traffic or bus stop operations or operation and use of Capital Bikeshare stations.
- c. The Operator shall include language in the terms and conditions of any contract with its customers to inform them of the following parking requirements:
  - 1) The operator shall inform its customers of the requirements of [Section 10-7-10](#) of the Alexandria City Code and instruct customers to park Bicycles only at bicycle racks, street signs, and light posts,<sup>6</sup> in order to minimize obstruction to pedestrian and vehicular traffic. The same shall apply to Scooters.
  - 2) SMDs shall not be parked with any part of the vehicle extending over the face of curb.
  - 3) SMDs shall be upright when parked.

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<sup>6</sup>[https://library.municode.com/va/alexandria/codes/code\\_of\\_ordinances?nodeId=PTIITHCOGEOR\\_TIT10MOVETR\\_CH7BI\\_S10-7-10PA](https://library.municode.com/va/alexandria/codes/code_of_ordinances?nodeId=PTIITHCOGEOR_TIT10MOVETR_CH7BI_S10-7-10PA)

- d. Any SMD parked on private, federal, or military property is subject to the requirements of that property owner and may be towed at any time at Operator's expense.
- e. Within two (2) hours of reporting by the City or others, Operator shall remove SMDs parked in violation of the parking requirements outlined above, or otherwise in conflict with applicable laws and regulations, or in violation with other SMD or bicycle parking standards to be developed and periodically updated by the City
- f. SMDs are not permitted to park in one location in the public right-of-way longer than seven consecutive days without moving.
- g. Failure to adhere to these parking performance measures may result in the City removing the SMD and storing it in a City facility. Operator shall be required to pick up SMDs from such a facility and shall pay all costs associated with removal and storage of the devices, in addition to any applicable fines or fees, or other penalties as appropriate under the law. Subject to applicable laws and regulations, The City shall consider Operator's SMDs abandoned and dispose of them as the City deems fit in the event of that Operator fails to retrieve the device in due time upon being notified of the removal and storage.

6. Data

- a. Without prejudice to Operator's rights and interest to its commercially privileged and sensitive information, Operator shall provide to the Bikeshare Manager the following data in a Monthly Report by the 15<sup>th</sup> of each month for the previous month's activity:
  - i. Total active customers who reside in the City
  - ii. Trips starting and trips ending, separately, in the City during the month, and trips starting and trips ending in the City since launch (raw trip data)
  - iii. Average trip duration in minutes
  - iv. Average and total distance of trips (if this is calculable from provided raw trip data, no need to provide separately)
  - v. Daily SMDs in service in the City
  - vi. A map of trip route data for all trips starting, ending, or passing through Alexandria (especially to understand the equity implications of coverage of these services), by month
  - vii. Crashes – giving time, date, precise location, and number of parties impacted
  - viii. Injuries – giving time, date, precise location, and cause (if known)
  - ix. Number and precise location of SMDs that were towed after seven (7) consecutive days in one location



- x. Complaints received – giving the reason with date and location, if available/appropriate
    - 1. Incorrectly parked SMD reports – giving time, date, and precise location
    - 2. Speeding reports
    - 3. Other complaints
  - xi. Other feedback received – by date, time, and precise location, if applicable
- b. If Operator collects de-identified demographic data from their customers, including age cohort, gender, and general trip purpose, such data shall be provided by Operator to the City, upon request.
- c. Operator shall provide a publicly-accessible application program interface, clearly posted on the company’s website that shows, at minimum, the current location of any dockless vehicles available for rental at all times.
- d. A smart phone-based application used to rent dockless vehicles does not qualify as a publicly accessible application program interface.
- e. Operator shall use the General Bikeshare Feed Specification (GBFS) as documented at <https://github.com/NABSA/gbfs/> for its devices. Operator shall inform the City of the location of the gbfs.json file on the Internet. The gbfs.json file contains the necessary information to find other files related to the GBFS data. If a token or authentication is required to view that file, the location to apply for the token must also be submitted to the City.
- f. The City requires that Operator publish in a location accessible by City staff six of the GBFS v1.1 draft files. Below are the required files that must be published:

gbfs.json	Auto-discovery file that links to all of the other files published by the system. <i>This file is optional in the GBFS, but required by the City.</i>
system_information.json	Describes the system including system operator, system location, year implemented, URLs, contact info, and time zone.
station_information.json	Mostly static list of all stations, their capacities and locations. <i>(Note: This file may contain no information in a dockless system but is required by the City in order to maintain compliance with the GBFS standard.)</i>

free_bike_status.json	Describes bicycles that are available in non-station-based systems. <i>This file is optional in the GBFS, but required by the City.</i>
geofencing_zone_information.json	Mostly static list of all geofencing zones, their capacities, locations and areas. <i>This file is optional in the GBFS, but required by the City.</i>
geofencing_zone_status.json	Defines geofencing zones available in the system and their link to physical stations if any. <i>This file is optional in the GBFS, but required by the City.</i> Elements within the <b>num_bikes_available_types</b> array are required by the City and should be set to 0 if not applicable.
system_regions.json	Describes the regions the system is broken up into. <i>This file is optional in the GBFS, but required by the City.</i>
vehicle_type.json	The field “vehicle_type” shall be added to the public API to describe the vehicle type. This may be either “bicycle,” “e-bike,” “scooter,” or another type of permitted vehicle that must be specified.

#### 7. Penalties and Fines

Operator shall be financially responsible for any/all penalties, fines, and other costs to City of Alexandria as a result of illegally parked SMDs, including but not limited to, parking tickets or other enforcement actions against Operator.

#### 8. Surety Bond

Operator shall maintain a \$5,000 surety bond which the City may use to pay costs related to removing and storing devices that do not comply with these permit requirements, if such costs are not born by Operator.

#### 9. Advertising

Operator shall not advertise or publish City’s participation in or endorsement of the Operator on its SMDs or promotional material without the written consent of City of Alexandria.

Operator shall not utilize its SMDs for the sale or display of third-party advertising.

#### 10. Remedies

If Operator violates its obligations under this MOU and such violation is not corrected within one week’s time following written notice by the City, the City may immediately terminate Operator’s participation under the Demonstration Project, this MOU, and/or suspend or revoke Name of Company’s permit.

#### 11. No Right, Title or Interest

Operator expressly acknowledges that this MOU does not constitute any conveyance, title, or interest in real property, in whole or in part.

#### **Article III. Duration**

- A. This MOU shall become effective upon the City's signature and shall remain in effect for an initial term of nine (9) months and may be renewed by Operator for an additional three (3) months upon ten (10) days' notice to, and the written consent of, City of Alexandria. This MOU may be modified only by mutual consent of authorized representatives from both parties, in writing.
- B. Upon expiration of the Permit, Operator shall remove all of its SMDs from the City right-of-way.

#### **Article IV. Service Area**

This MOU, in conjunction with a completed and approved Permit Application, authorizes Operator to operate within any portion of City of Alexandria.

#### **Article V. Insurance and Indemnification**

- A. Insurance.

(Appropriate level of insurance to be determined by Risk Management)

- B. Indemnification.

Operator covenants for itself, its employees and its subcontractors to save, defend, hold harmless and indemnify The City and all of its elected and appointed officials, officers, current and former employees, agents, departments, agencies, boards and commissions (collectively the "City Indemnitees") from and against any and all claims made by third parties for any and all losses, damages, injuries, fines, penalties, costs (including court costs and attorneys' fees), charges, liability, demands or exposure resulting from, arising out of or in any way connected with the Operator's acts or omissions, including the acts or omissions of its employees and/or subcontractors, in performance or nonperformance of the MOU. This duty to save, defend, hold harmless and indemnify shall survive the termination of this MOU. If Operator fails or refuses to fulfill its obligations contained in this section, the Operator must reimburse the City for any and all resulting payments and expenses, including reasonable attorneys' fees. Operator must pay such expenses upon demand by the City.

#### **Article VI. FOIA**

The Operator acknowledges that documents submitted to the City by Operator—both during the term of this MOU and/or as part of any proposal, quote, or presentation made by Operator to the City—constitute public records that may be subject to public disclosure and/or production under the Virginia Freedom of Information Act (VFOIA). Any information contained in any document or record, which Operator considers confidential or of a proprietary nature must be noted at the time of submission. If the City receives a public disclosure request, whether informally or formally, from any person or

entity, for such information or documents, the City agrees to immediately notify Operator. The City also agrees to work with Operator to determine whether any information and/or documents may be protected from disclosure or production under VFOIA; and will act reasonably in this regard. Nothing contained in this MOU shall affect the City's rights and obligations with respect to disclosure or production of records in accordance with VFOIA or other applicable law.

**Article VII. Termination**

Either party may terminate this MOU (and in doing so, the associated Permit) with 10-days' notice to the other party. Upon termination, Operator shall remove all of the SMDs under its ownership or control within five (5) business days of the date of termination and shall cease all operations within the service area once the devices have been removed. City of Alexandria shall consider any of Operator's SMDs not removed as abandoned property and shall dispose of them as it deems fit.

## Attachment 2: Draft Permit Application

### Applicant Information (please complete):

Company Name:	
Local General Manager Contact Name:	
Local General Manager Contact Phone:	
Local General Manager Email Address:	
Customer Service Phone:	
Mailing Address:	
Website:	
Proposed Fleet Size:	<i>(Up to a maximum of 200 devices per company during demonstration program).</i>

Confirmation that the Memorandum of Understanding for Regulation of Shared Mobility Devices ("MOU") has been signed and attached: \_\_\_\_\_ (initial)

By signing this permit, the applicant has read and understood all of the permit requirements, certifies that s/he has the authority to sign for and bind their company, and by virtue of her/his signature is bound by the provisions of this permit. Should the applicant not follow the provisions herein, or is in violation of the North American Bikeshare Association (NABSA) Code of Conduct, the permit may be suspended or revoked and their SMDs be required to be removed from the City of Alexandria. Fees are non-refundable.

Applicant Signature: \_\_\_\_\_

Applicant Name Printed: \_\_\_\_\_

Date: \_\_\_\_\_

## Permit Requirements

### *MOU*

- 1) The Operator agrees to all terms in the MOU and has attached a signed copy of the MOU to this permit application.
- 2) The permit is non-transferable. The Operator cannot transfer its rights under this permit to any other entity or individual, including subsidiaries. A prospective transferee must apply for its own permit.

### *Business License*

- 1) The Operator shall provide a copy of their Virginia Business License and Virginia Certificate of Good Standing.

### *Fees*

- 1) Each Operator shall pay a single flat fee of \$5,000 upon submittal of the Permit Application.
- 2) Fees may be used by the City for any costs associated with administering the demonstration program, such as but not limited to, monitoring of compliance with Permit and MOU requirements, manipulation and evaluation of data submitted, communications with Operator and the public, public property repair or maintenance related to the SMD services, and installation of new bike racks, bollards, or other infrastructure, signs or markings to provide parking space for SMDs.

### *Data-sharing*

- 1) In addition to the data requested in the Memorandum of Understanding, the Operator shall provide to the Bikeshare Manager the following data in a Monthly Report by the 15<sup>th</sup> of each month for the previous month's activity:
  - a. Total active customers who reside in the City
  - b. Trips starting and trips ending, separately, in the City during the month, and trips starting and trips ending in the City since launch (raw trip data)
  - c. Average trip duration in minutes
  - d. Average and total distance of trips (if this is calculable from provided raw trip data, no need to provide separately)
  - e. Daily SMDs in service in the City
  - f. A map of trip route data for all trips starting, ending, or passing through the City (especially to understand the equity implications of coverage of these services), by month
  - g. Crashes – giving time, date, precise location, and number of parties impacted
  - h. Injuries – giving time, date, precise location, and cause (if known)
  - i. Number and precise location of SMD that had to be relocated after seven (7) consecutive days in one location
  - j. Complaints received – giving the reason with date and location, if available/appropriate
    - i. Incorrectly parked SMD reports – giving time, date, and precise location
    - ii. Speeding reports

- iii. Other complaints
    - k. Other feedback received – by date, time, and precise location, if applicable
- 2) The Operator shall use the General Bikeshare Feed Specification (GBFS) as documented at <https://github.com/NABSA/gbfs/> for its Bicycles and Scooters. The Operator shall inform the City of the location of the gbfs.json file on the Internet. The gbfs.json file contains the necessary information to find other files related to the GBFS data. If a token or authentication is required to view that file, the location to apply for the token must also be submitted to the City.

#### A) Required Files

The City requires that the Operator publish in a location accessible by City staff six of the GBFS v1.1 draft files. Below are the required files that must be published:

gbfs.json	Auto-discovery file that links to all of the other files published by the system. <i>This file is optional in the GBFS, but required by the City.</i>
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system_regions.json	Describes the regions the system is broken up into. <i>This file is optional in the GBFS, but required by the City.</i>
vehicle_type.json	The field “vehicle_type” shall be added to the public API to describe the vehicle type. This may be either “bicycle,” “e-bike,” “scooter,” or another type of permitted vehicle that must be specified.

- 3) If the Operator collects de-identified demographic data from their customers, including age cohort, gender, and general trip purpose, such data shall be provided by the Operator to the City, upon request.

DRAFT



### **Attachment 3: Draft Vendor Data Requirements**

- Total active customers who reside in the City
- Trips starting and trips ending, separately, in the City during the month, and trips starting and trips ending in the City since launch (raw trip data)
- Average trip duration in minutes
- Average and total distance of trips (if this is calculable from raw trip data no need to provide separately)
- Daily SMDs in service in the City
- A map of trip route data for all trips starting, ending, or passing through Alexandria (to understand the equity implications of coverage of these services), by month
- Crashes – giving time, date, precise location, and number of parties impacted
- Injuries – giving time, date, precise location, and cause (if known)
- Number and precise location of SMD that had to be relocated after seven (7) consecutive days in one location
- Complaints received – giving the reason with date and location, if available/appropriate
  - Incorrectly parked SMD reports – giving time, date, and precise location
  - Speeding reports
  - Other complaints
- Other feedback received – by date, time, and precise location, if applicable

#### **Attachment 4: Draft Evaluation and Outreach Criteria**

Staff will evaluate the following areas of performance, which may be refined as necessary during the pilot:

- Number and types of breach of MOU or permit, by vendor, and resolution
- Extent of parking impacts, if any, that are detrimental to pedestrian, bike, or vehicle safety and circulation
- Sufficiency (frequency, clarity, etc.) of communications provided by Shared Mobility Devices (SMD) companies to their customers and the wider community about:
  - Complaint response
  - Parking guidance
  - User etiquette
  - Local regulations
- Fleet size fluctuations with interaction with DC, Arlington, other jurisdiction fleets (i.e. number, concentrations, etc.)
- Sufficiency of distribution of services across community, and equity of impacts, especially in lower income neighborhoods
- How/if service use patterns reveal optimal locations for potential SMD parking areas or racks
- Acceptability of rates of broken SMDs (depicting level of service that can be expected of these private providers)
- Appropriateness of rates of crashes and injuries in these services (to be no more than Citywide and regional trends for bicyclists and pedestrians generally)
- If possible, trip-making characteristics of SMD ridership, including mode replacement – i.e., what mode would SMD riders be using if the SMD were not available?
- Use to access schools and community facilities, other notable destinations that come out of the data
- Evolution of general community response over the course of the demonstration
- Survey of users and non-users

Staff intends to provide information to the public regarding the pilot through various outreach channels throughout the process, including a City website with FAQs, social media, and news releases. Along with the City's communication process, the pilot program would require vendors to commit to specific communication actions and standards to ensure their members are receiving necessary information about safety and proper etiquette for sharing the streets. These expectations include:

- Clear instructions on websites and mobile apps about codes applicable in the City of Alexandria, VA
- Clear instructions on websites and mobile apps which emphasize avoiding sidewalks wherever possible, and riding at walking speeds while on sidewalks
- Clear instructions on the website and mobile app about acceptable parking locations and habits
- Safety information on the devices themselves
- Mechanisms for communicating with and disciplining individual customers if they are not following this guidance

# City of Alexandria, Virginia

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## MEMORANDUM

DATE: OCTOBER 17, 2018

TO: MEMBERS OF THE TRANSPORTATION COMMISSION

FROM: HILLARY ORR, DEPUTY DIRECTOR

SUBJECT: CONSIDERATION OF THE FY 2020 TRANSPORTATION DEMAND  
MANAGEMENT (TDM) OPERATIONS GRANT

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**ISSUE:** Consideration of the FY 2020 TDM Operations Grant and required local funding match.

**RECOMMENDATION:** That the Transportation Commission endorse the FY 2020 application for TDM Operations Grant funding and recommends City Council consideration and approval at the October 23, 2018 Legislative session.

**BACKGROUND:** The City has operated a TDM program since 1981 and has applied annually and received funds from the Commonwealth of Virginia. The annual TDM Operations Grant funds two City FTEs to manage the TDM program, oversee multiple Federal and Commonwealth grants and to support other multi-modal programs and projects across the City.

**DISCUSSION:** TDM is the application of policies and strategies to reduce trips made using single occupant vehicles, while still ensuring residents, workers and visitors can reach destinations within Alexandria. Using incentives, education, and marketing, TDM promotes more efficient use of the existing transportation system by influencing the time, route, or mode selected for a given trip. TDM also increases travel choices, offering the opportunity to choose how, when, and by what mode.

Recent TDM Successes include:

- Contribution to a 12.5 percent Vehicle Miles Traveled reduction between 2010-2016
- Reinvigorated Transportation Management Plan (TMP) Program including reducing noncompliance from 40 to 9 between FY 17 and FY 18, as well as outreach efforts and TMP summits
- Enhanced community outreach including partnership with ACPS on TMP program and Bike to School Day

Attachment 1 provides an overview of the TDM efforts during FY 2018 and a brief description of programs and activities in FY 2020, for which the proposed funds would be eligible.

**FISCAL IMPACT:** To receive this grant, the City must provide \$66,260 (20%) for the local match in the FY 2020 Operating Budget. The City is requesting \$265,040 (80%) from the Virginia Department of Rail and Public Transportation (DRPT), for a total grant award of \$331,300.

The City contribution represents a \$6,025 increase from FY 2019 levels. If local match funds are not included in the FY 2020 Operating Budget, the City may withdraw, or otherwise amend, the grant application.

**ATTACHMENTS:**

Attachment 1: FY 2018 TDM Performance Report



# TRANSPORTATION DEMAND MANAGEMENT (TDM) PERFORMANCE REPORT -- FY 2018

## Executive Summary

This report to City Council is the activities for GO Alex, the City's dedicated Transportation Demand Management (TDM) program. TDM is a set of practices designed to lower congestion, measured here as Vehicle Miles Traveled (VMT). These tools have contributed to the City lowering total VMT by 12 percent between 2010 and 2016, during a time where most other jurisdictions in the DC region saw a VMT increase. Some of these tools include robust outreach to commuters and employers, a mobile store that sells fare media to consumers, and enforcement of the City's Transportation Management Plan (TMP) program.

## What is GO Alex?

GO Alex is the City's Transportation Demand Management (TDM) program. TDM is an attempt to remove single occupant vehicles (SOV) from City streets. SOVs not only take up space, but also disproportionately add emissions. City Council, through the Transportation Master Plan and the Strategic Plan, directs the City to enhance and promote multimodal transportation options for residents, visitors and workers. GO Alex promotes alternative transportation options such as transit, biking, walking, and teleworking through a robust outreach program, and with strong partnerships with DASH, WMATA (Metrorail and Metrobus), VRE, and many others.

## Services Offered

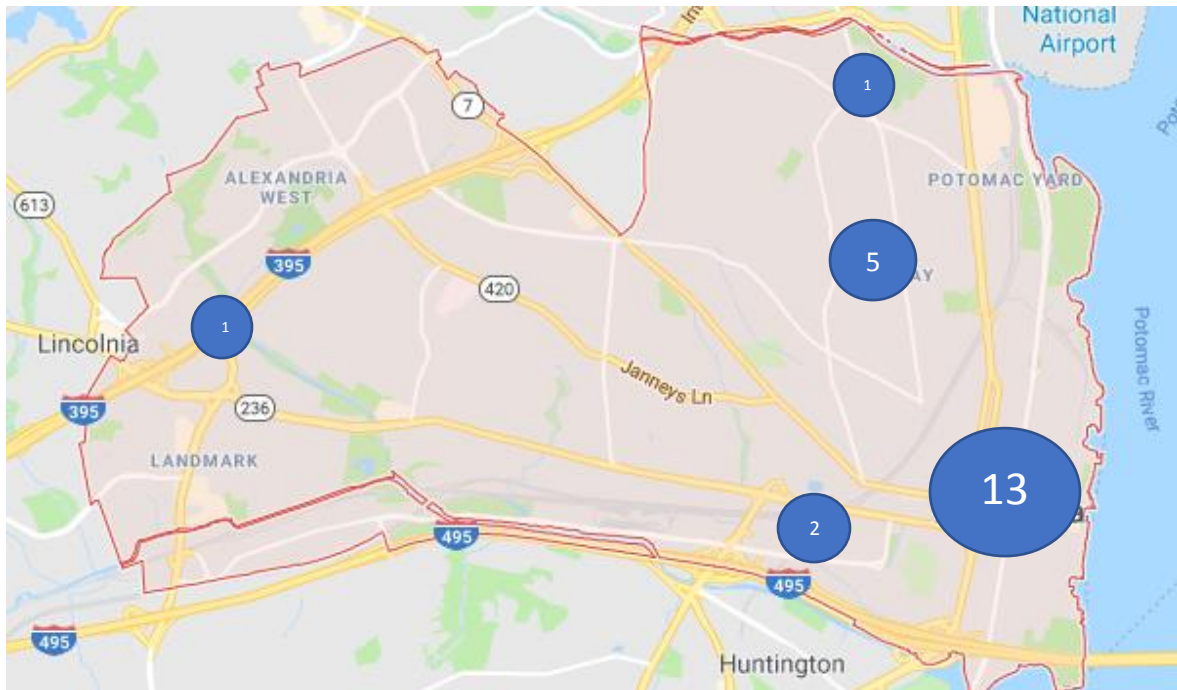
GO Alex relies on outreach to help city residents and workers use other modes of transportation than the SOV. Outreach is central to how GO Alex spreads its message. Outreach is spread through three services by GO Alex: a street team, employer outreach, and a mobile store, as described below.

### Street Team

The street team is the primary way that GO Alex spreads its message to the public. The team attends events with large public gatherings, including festivals, parades, and other large public gatherings. Below is a map that shows where these interactions took place.

The below map shows outreach events the GO Alex street team participated in during FY 2018. GO Alex leverages events hosted by the Department of Recreation, Parks and Cultural Affairs (RPCA). As such, over half of the street team appearances were in Old Town.

Overall, GO Alex recorded 4,179 conversations at these events in FY18.



**FIGURE 1 -- STREET TEAM EVENTS ACROSS ALEXANDRIA IN FY18**





**FIGURE 2 -- STREET TEAM AT THE BALLYSHANERS PARADE IN OLD TOWN ALEXANDRIA**

### Employer Outreach

Employers have an outsized influence on their employees' commute behavior. Most employers have tools that can reduce their employees' commute trips. GO Alex helps employers use these tools in a cost-effective manner.

GO Alex has a dedicated employer outreach resource that meets with employers and helps them develop a Transportation Demand Management (TDM) strategy. The City currently works with 522 employers in this effort. This includes small employers, such as an indoor playground on Eisenhower Avenue, to federal agencies with thousands of employees, including the Department of Defense (Mark Center), National Science Foundation, and the Patent and Trademark Office (PTO).



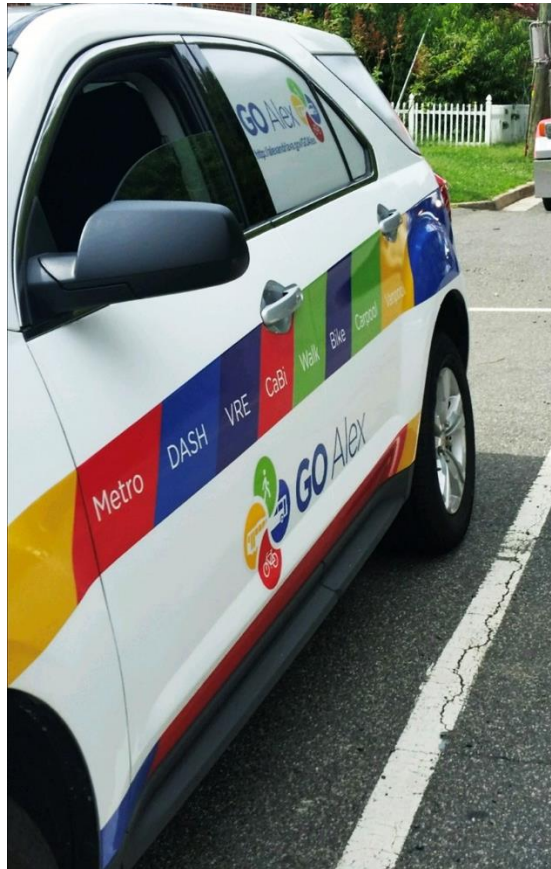
**FIGURE 3 -- GO ALEX EMPLOYER OUTREACH COORDINATOR AT A COMMUTER FAIR**

### Mobile Store

The Mobile Store is GO Alex's commuter services arm, helping commuters and those who wish to use alternative transportation options. The Store uses a GO Alex branded van to sell fare media at a number of locations, including each of the City's Metrorail stations, and popular tourist destinations.

The Mobile Store had 299 events in FY18, with 12,983 interactions, 904 point of sale transactions, and \$21,841.50 in sales.





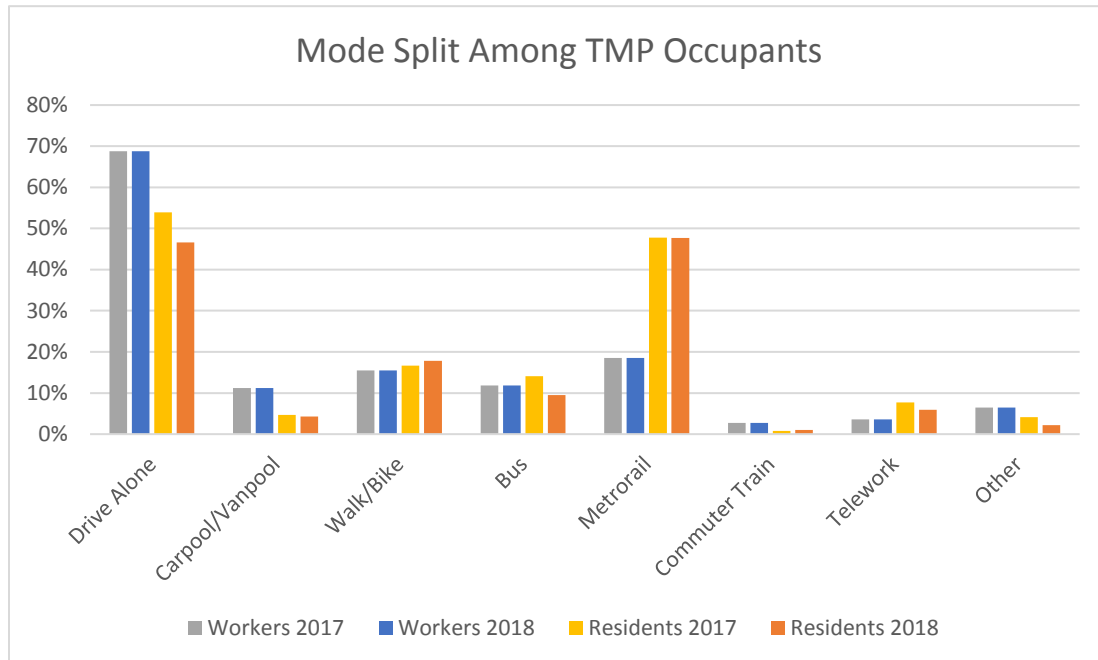
**FIGURE 4 -- GO ALEX MOBILE STORE. THE VEHICLE ALLOWS THE MOBILE STORE TEAM TO SELL FARE MEDIA WHEREVER THERE IS DEMAND**

## Transportation Demand Management Planning

GO Alex also engages in TDM planning for the City. In early 2019, the City will begin an update to the Transportation Master Plan, and that plan will include a TDM chapter. GO Alex staff will help write that chapter, and project how the City plans to manage mobility over the next few years.

## Transportation Management Plan Oversight

GO Alex oversees Transportation Management Plans (TMPs) for the City. TMPs are conditions set on certain business and residential developments that limit their single occupant vehicle (SOV) trips. Each TMP is required to submit an annual report to GO Alex on their occupants' transportation choices, as well as set aside a fund for promoting alternative transportation options. Below is a mode split based on results from those TMPs that submitted their surveys from FY18. In FY 2018, the GO Alex program held a TMP Summit in the fall to bring TMP coordinators together to discuss various TDM tools, and allow the coordinators to learn more about what each is doing to promote alternative transportation options.



## Cooperation with other City Initiatives

GO Alex has assisted the City in promoting other transportation initiatives. These initiatives include free DASH bus passes for holders of a DOT Paratransit card, and student DASH bus passes. GO Alex street teams and social media advertising have assisted with other initiatives, including with the King St. Metro construction project, and the forthcoming Transit Vision Study.

## How GO Alex is Funded

GO Alex is funded through a combination of state and federal grant funding, with a relatively small local contribution. .

### TDM Operating Assistance Grant

For state funding, GO Alex uses a Department of Rail and Public Transportation (DRPT) TDM Operating Assistance grant. This TDM Operating Assistance grant funds baseline activities, including two full time equivalent employees to manage the GO Alex program, employer outreach, and some communications activities. In FY 2018, the City provided a local match of \$60,235 toward this grant, and received \$240,941.

### Rideshare Enhancements (CMAQ/RSTP Grant)

The Rideshare Enhancements grant funds many of the activities discussed in previous sessions. In addition to the street team mentioned above, the Rideshare Enhancements grant funds the bulk of the employer outreach activities, as well as creative services. This grant also funds the City's contribution to Capital Bikeshare Marketing. This grant was for \$493,000 in FY 2018, and \$526,000 in FY 2019,

## Mobile Store (CMAQ/RSTP Grant)

The Mobile Store grant funds the Mobile Store (sells fare media to at various locations within the City) and DASH's Call Center that aids with all transportation modes. This grant is awarded once every three years. In FY 18, this grant was \$600,000. Staff will spend the grant until the City receives the next installment, which is no earlier than July 1, 2020 (FY2021).

## VDOT Employer Outreach Grant

The City receives an annual grant from the Virginia Department of Transportation (VDOT) that is used toward employer outreach. In FY 2018, the City received \$50,824 from VDOT. This grant is fully used to partially fund the employer outreach coordinator, as previously described.

What City Pays	What City Receives
\$66,260	<p>\$265,040 in state grant funding</p> <p>Two Full Time City employees</p> <p>Management of CMAQ/RSTP grants totaling \$1.1 million</p> <p>Program Administration, including</p> <ul style="list-style-type: none"><li>• City Employee Transit Program</li><li>• Transportation Management Plan Program Oversight</li><li>• Multimodal Transportation Planning</li></ul>

SOURCE	PRIOR	FY19	FY20	FY21	FY22	FY23	FY24	TOTAL
Rideshare Enhancements (CMAQ/RSTP)	\$493,000	\$526,000	\$600,000	\$600,000	\$650,000	\$400,000	-	\$3,269,000
VDOT Empl Outreach	\$50,824	\$52,124	\$53,688	\$55,298	\$56,957	\$58,666	\$60,426	\$387,983
DRPT (TDM Ops)	\$301,177	\$261,177	In process					
Mobile Store (CMAQ/RSTP)	\$600,000	\$0	\$0					
TOTAL								

DESCRIBE MORE ABOUT THIS TABLE – LONGER TERM PROJECTION  
(HOWEVER, IT MAY NOT BE WORTH HAVING THIS – NEED TO DISCUSS IF  
WE WANT TO TALK ABOUT USING

## FY2020 Plans

Continuing into FY2019 and FY2020, GO Alex will make several changes to how the program is run. Among the changes include the following:

- **New Performance Measures** – GO Alex is developing and implementing a series of internal performance measures that measure behavior change. These measures require the approval and guidance of the Virginia Department of Rail and Public Transportation (DRPT). Despite DRPT's belief that they would prepare performance measures in FY 2018 for both GO Alex and other programs in the state, that effort never materialized.
- **Transition service delivery change** – GO Alex will streamline the way it provides many services. Currently, employer outreach is provided with a contractor. GO Alex plans to use a more cost-effective option, which is to hire a full time equivalent. GO Alex will also renegotiate the contract for the other service lines, and realize cost efficiencies. This will free up CMAQ funds for other city services.
- **Partnership with DASH** – GO Alex is committed to partnering with DASH on marketing. The City and DASH have teamed up with several marketing events, such as Operation Illumination last fall (an effort to keep bicyclists, pedestrians and bus riders safe). In FY20, GO Alex is continuing that partnership, including with outreach for the Transit Vision Study project
- **Regional Coordination** – GO Alex has helped partners think through their TDM strategies. Below is a brief description of some of those partnerships
  - **Alexandria City Public Schools** – Alexandria City Public Schools (ACPS) has been working with GO Alex to develop TDMs for four schools: John Adams, Patrick Henry, Jefferson-Houston, and Ferdinand T. Day Schools. GO Alex has

collected baseline data for each school, and is working with ACPS to implement their TDM workplans. GO Alex is also working with a fifth school, TC Williams, in developing a TDM plan

- **I-395 Transportation Management Plan** – The Virginia Department of Transportation (VDOT) is converting a high occupancy vehicle (HOV) lane to a high occupancy toll (HOT) lane on I-395 through Alexandria. As part of that change, VDOT has provided money for incentives, including up to \$10,000 for a company to start or expand a telework program. These programs are only available within a mile radius of the I-395 centerline. GO Alex has been aggressive promoting these incentives
- **Commuter Connections** – GO Alex represents the City of Alexandria at Commuter Connections, the Metropolitan Washington Council of Governments (MWCOC) entity that coordinates TDM efforts. In addition to governing the region's rideshare app, Commuter Connections also manages the region's guaranteed ride home program. Commuter Connections also sponsors upcoming regional initiatives, including Incentrip (a way to gamify alternative commutes), and regional marketing efforts, such as Bike to Work day.
- **Capital Bikeshare Marketing** – GO Alex works with the Capital Bikeshare board for regional marketing. It participates in marketing meetings, and also uses CMAQ dollars to fund regional marketing efforts. As the region currently does not have a regional marketer, GO Alex has leveraged word of mouth and marketing through grassroots efforts to promote Capital Bikeshare

# City of Alexandria, Virginia

## MEMORANDUM

DATE: OCTOBER 17, 2018

TO: MEMBERS OF THE TRANSPORTATION COMMISSION

FROM: HILLARY ORR, DEPUTY DIRECTOR

SUBJECT: AGENDA ITEM 7 –CMAQ/RSTP PROGRAM FY 2025 FUNDING REQUESTS

---

**ISSUE:** Consideration of the FY 2025 Congestion Mitigation and Air Quality Improvement Program (CMAQ) and Regional Surface Transportation Program (RSTP) project funding request.

**RECOMMENDATION:** Transportation Commission endorses the FY 2025 CMAQ/RSTP funding request and recommend City Council consideration and approval at the October 23, 2018 Legislative session.

**DISCUSSION:** Since 1993, the Commonwealth has allocated CMAQ and RSTP funding to the Northern Virginia region. CMAQ funded projects must meet these three eligibility requirements: 1) have a transportation focus, 2) reduce air emissions, and 3) be located in or benefit a nonattainment or maintenance area.

RSTP funds are flexible funds that may be used for a variety of regional transportation activities, including but not limited to pedestrian and bicycle infrastructure, transit capital projects, and transportation / transit studies.

The City's funding request for FY 2025 is \$4.5M and includes the following projects, listed in priority order. The City of Alexandria must submit the FY 2025 CMAQ/RSTP funding request to the Northern Virginia Transportation Authority (NVTA) by December 2018. A combined table showing CMAQ / RSTP funding for FY 2020-2024 as well as the FY 2025 proposed funding can be found in Attachment 1.

Since the Commonwealth of Virginia provides the local match required for CMAQ / RSTP funds, the City is not required to provide any local funds to receive the grants. As projects mature in the annual CIP, staff provides updated estimates of operating impacts from each of these projects.

## **FY25 CMAQ/RSTP Proposed Program**

<b>Project Name</b>	<b>FY25</b>
West End Transitway Operations	\$1,000,000
Transportation Demand Management	\$500,000
ITS Integration	\$3,000,000
<b>TOTAL</b>	<b>\$4,500,000</b>

### West End Transitway Operations

The City continues to advance the West End Transitway towards implementation and plans to begin operations in the early 2020's. This new transit service will connect existing and developing West End neighborhoods to large employment centers (Mark Center, Pentagon) and to regional transit connections (Van Dorn Metrorail station, Southern Towers, Shirlington, Pentagon Metrorail station). These funds will fund a portion of the annual operating costs.

**Proposed Funding: \$1,000,000**

### Transportation Demand Management

The primary goal of the City's Transportation Demand Management (TDM) program, Go Alex, is to reduce the number of single occupant vehicles (SOV) during peak travel times and to provide information about transportation alternatives such as transit, bikeshare, carshare, rideshare, and telework. These funds will be used to implement the City's TDM program.

**Proposed Funding: \$500,000**

### ITS Integration

This phase of the ITS integration project will install broadband communications infrastructure along Mount Vernon avenue between Monroe Avenue and Four Mile Road with a feeder line connecting to the fiber on Route 1. This will consist of installing 12,000 feet of underground conduit, fiber optic cable and connecting the traffic signals to the new cable. T&ES will work with the City's ITS Department to incorporate any needs for fiber optic infrastructure along this corridor. This project will lay the groundwork for future technology deployments along Mount Vernon Avenue including traffic cameras and connected vehicles.

**Proposed Funding: \$3,000,000**

### **ATTACHMENTS:**

Attachment 1: FY 2020 – FY 2024 CMAQ/RSTP Approved Program (with FY 2025 Proposed)

Attachment 1: FY 2020 – FY 2024 CMAQ/RSTP Approved Program (with FY 2025 Proposed)

	<b>Approved</b>					<b>Proposed</b>
	<b>FY20</b>	<b>FY21</b>	<b>FY22</b>	<b>FY23</b>	<b>FY24</b>	<b>FY 25</b>
West End Transitway Operations	\$0	\$0	\$0	\$1,000,000	\$1,000,000	\$1,000,000
Bus Shelters	\$203,079	\$823,123	\$500,000	\$400,000	\$0	\$0
New Electronic Payment Program	\$0	\$100,000	\$1,000,000	\$0	\$0	\$0
Transportation Demand Management	\$600,000	\$600,000	\$650,000	\$400,000	\$500,000	\$500,000
Commuter Outreach	\$0	\$600,000	\$0	\$0	\$600,000	\$0
Bike Sharing	\$402,000	\$350,000	\$400,000	\$250,000	\$250,000	\$0
ITS Integration	\$203,079	\$223,123	\$1,000,000	\$400,000	\$600,000	\$3,000,000
DASH Technology	\$0	\$0	\$0	\$600,000	\$250,000	\$0
Backlick Run	\$0	\$0	\$0		\$300,000	\$0
Pedestrian and Safety Mobility Enhancements on Primary Corridors	\$0	\$0	\$0	\$1,000,000	\$1,000,000	\$0
Parking Technologies	\$203,079	\$630,123	\$450,000	\$250,000	\$0	\$0
Transit Analysis Study	\$500,000	\$0	\$0	\$0	\$0	\$0
Transitway Enhancements	\$500,000	\$454,491	\$0	\$0	\$0	\$0
Braddock Road Multimodal Connections	\$0	\$0	\$0	\$0	\$0	\$0
Bicycle and Pedestrian Improvements	\$0	\$0	\$0	\$0	\$0	\$0
Van Dorn-Beauregard Bicycle Facility	\$1,171,000	\$0	\$0	\$0	\$0	\$0
Transportation Master Plan	\$0	\$500,000	\$0	\$0	\$0	\$0
Van Dorn Improvements	\$0	\$0	\$0	\$0	\$0	\$0
DASH Bus Replacement *	\$450,000	\$0	\$0	\$0	\$0	\$0
<b><i>CMAQ/RSTP Subtotal</i></b>	<b>\$4,232,237</b>	<b>\$4,280,860</b>	<b>\$4,000,000</b>	<b>\$4,300,000</b>	<b>\$4,500,000</b>	<b>\$4,500,000</b>

\*CMAQ funds sponsored by the FHWA cannot be used to buy buses. Funds will be reallocated through the NVTa reprogramming